

**R.J. Reynolds Tobacco Company**  
**P.O. Box 6151**  
**Leesburg, VA 20178**

**FAX**Date: 7/29/96Number of pages including cover sheet: 4

To: Regional Sales Manager  
Promo Coordinator

Phone:

Fax #:

cc:

From: Rex P. StanleyKey Account ManagerWashington DC Chain #2940Phone: 703 777 8538Fax #: 703 777 9028REMARKS: ☐ Urgent ☐ For Your Review ☐ Reply ASAP ☐ Please CommentPlease forward to Regional Sales Manager and Promotion Coordinator \*\*\*Thank you.

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July 29, 1996

*McLane*REESE P. STANLEY  
Key Account ManagerP.O. Box 6151  
Leesburg, VA 22076  
703-777-8538  
Fax 703-777-6028  
Voice Mail 800-757-8255  
Ext. 71186

Ms. Sharon Schwalm (1642)  
Mr. Joe Birkin (2944)  
Mr. Chris Huff (2346)  
Mr. Roger Cobb (5445)  
Ms. Monee Anaya (5442)  
Mr. Kent Brock (5841)  
Mr. Dave Thoensen (6240)

RE: Mobil Oil Corporation -- Chain ID #0975-XX-XX  
Monarch \$.75 off 3-Pack Promotion

Ladies and Gentlemen:

As information, Mobil Oil Corporation has accepted a Monarch \$.75 off 3-Pack Promotion for the month of September, pre-assembled through McLane Branches.

Your assistance is requested in ensuring that promotion is handled with your respective ROUs and McLane branch.

Specifics are as follows:

<b>Promotion Date:</b>	Month of September, 1996
<b>Ship to Retail:</b>	Week of August 26 OR September 2
<b>Stores:</b>	ALL Mobil Oil Corporate locations
<b>Materials Needed:</b>	3-Pack Sleeves (60/sku -- Item 484432) Monarch Product for stores
<b>Quantities:</b>	Sleeves -- 2 skus/Mobil Oil Store Monarch FF 100s -- 9 cartons/store Monarch Lt 100s -- 9 cartons/store Monarch Menthol Lt 100s -- 5 cartons/store Monarch Ultra Lt 100s -- 5 cartons/store Monarch FF King -- 5 cartons/store Monarch Lt King -- 5 cartons/store

"We work for smokers."

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<b>Packing (Sku breakdown):</b>	1) 30 deals -- Monarch FF 100s 30 deals -- Monarch Lt 100s  2) 15 deals -- Monarch Menthol Lt 100s 15 deals -- Monarch Ultra Lt 100s 15 deals -- Monarch FF King 15 deals -- Monarch Lt King
<b>Sku Cost (To Retail):</b>	Mobil Oil should be charged for 15 cartons/ sku at prevailing Monarch price.

Enclosed please find **Force-Out Authorization** for handling with your respective McLane branches.

Your coordination and follow-through efforts in handling are greatly appreciated. Should you have any questions or require additional information, please call.

Sincerely,

*Rgsr*

R.P. Stanley  
KAM - #2940

RPS:jk

cc: RSMs

D.J. Gesmundo

ROU 1610

ROU 2910

ROU 2310 Promotion Coordinators

ROU 5410

ROU 5810

ROU 6210

Paul Letourneau

Tom Sullivan and/or David Gramley (Fax 817-771-7494)

Mike Askwith - Mobil

Jan Laiss - Mobil

Monarch.doc

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